

Order / Rev: 714499
 Alt Order #: 06321197
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 88

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	09/24/12	09/25/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	4		\$800.00		0.00						
E 4	WKYC	09/19/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	6		\$800.00		0.00						
E 5	WKYC	09/19/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$400.00		0.00						
E 6	WKYC	09/24/12	09/25/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$400.00		0.00						
E 7	WKYC	09/24/12	09/25/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	4		\$200.00		0.00						
E 8	WKYC	09/19/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	6		\$200.00		0.00						
E 9	WKYC	09/19/12	09/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$375.00		0.00						
E 10	WKYC	09/24/12	09/25/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$375.00		0.00						
E 11	WKYC	09/19/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$450.00		0.00						
E 12	WKYC	09/24/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$450.00		0.00						
E 13	WKYC	09/24/12	09/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	4		\$1,800.00		0.00						
E 14	WKYC	09/19/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	6		\$1,800.00		0.00						
E 15	WKYC	09/19/12	09/21/12		CM	7-730p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00

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				M-F 7-730p Channel 3 News at 7P											
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	6		\$1,800.00		0.00						
E 16	WKYC	09/24/12	09/25/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	4		\$1,800.00		0.00						
E 17	WKYC	09/19/12	09/21/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	6		\$1,800.00		0.00						
E 18	WKYC	09/24/12	09/25/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	4		\$1,800.00		0.00						
E 19	WKYC	09/24/12	09/25/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$800.00		0.00						
E 20	WKYC	09/19/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$800.00		0.00						
E 21	WKYC	09/19/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$350.00		0.00						
E 22	WKYC	09/24/12	09/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$350.00		0.00						
E 23	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
E 24	WKYC	09/22/12	09/22/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
E 25	WKYC	09/22/12	09/22/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$1,800.00		0.00						
E 26	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$800.00		0.00						
E 27	WKYC	09/23/12	09/23/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,800.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	WKYC	09/23/12	09/23/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
				NFL Football		(8:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1				\$6,500.00		0.00			
E 29	WKYC	09/23/12	09/23/12	Post NFL News	CM	Various	-----S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				LN Sun Follows NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		2				\$1,800.00		0.00			
													Totals	93	\$99,975.00